

**AMTA Board Meeting  
Minutes March 3, 2021  
ZOOM**

**CALL TO ORDER + WELCOME**

*Heather Daniel, President*

Daniel called the meeting to order at 10:00 am

**APPROVAL OF MINUTES**

- Motion to approve Joann Haden-Miller | Second- Amanda Sutter

**TREASURER'S REPORT**

*Amanda Sutter*

- Full report is on the AMTA website.

**Membership**

*Gabe Bidot*

- Reviewed current membership status.
- Welcomed Joann, Aisha, and Lindsey to the Membership Committee.

**Young Professionals**

*Aisha White*

- Announced committee with be speaking to UGA Hospitality students on March 26. Expected attendance 80. Topic of discussion will be travel and tourism career paths.

**Public Relations, Social Media, Website**

*Jacquelyn Blackwell*

- A new LinkedIn page has been created.
- Welcomed new Public Relations Committee Member Jehan.
- The first Coffee Break will happen on May 7 at 10 am. Topic of Discussion: Integrating Podcasts into tourism marketing.

**Meetings**

*Samantha Rosado*

- April will be the Legislative meeting.
- Welcomed new committee member Bree Kitchens.

**Explore Georgia**

*Nija Torrence & Sarah Anne Steadman*

- Encouraged attendance for the next Explore Georgia webinar on March 9 at 2 pm. Topics will include Explore Georgia organizational changes, goals, and other updates.  
<https://industry.exploregeorgia.org/article/webinar-explore-georgia-update>
- Announced co-op research opportunities with Arrivalist. Contact Ashley Barfield at [ABarfield@georgia.com](mailto:ABarfield@georgia.com) for additional information.  
<https://industry.exploregeorgia.org/aboutga/research-opportunities>
- Future marketing decisions will be guided by specific traveler sentiment:
  1. Targeting single traveler (adventurists, girlfriend getaway)
  2. Sophisticated family traveler (high end, foodies)
- Please update information on Explore Georgia as that I how they pull information

### NEW BUSINESS

- Vimeo – Recording video from February’s regular scheduled meeting is now available. The link was sent on 3/2. The cost for Vimeo is \$7 per month if the board approves. It is private and offers a place to house AMTA meeting videos. It’s also on the website in the password-protected section.
- Board discussion –
  - Amanda Sutter has accepted a new position with the Cherokee County Office of Economic Development.
  - Heather nominated Samantha Nix and Heather Blanchard for the open board seat. Board Members voted, and Heather Blanchard wins the vote.

### OLD BUSINESS

- Finance Committee –  
Welcomed Heather Blanchard to the committee.

### ANNOUNCEMENTS

- Joann Haden-Miller announced the passing of Mary Ann Hearn.
- Joann Haden-Miller gave an update on the Air B&B bill and where it currently stands with the House of Representatives.

### ADJOURNMENT

*Heather Daniel, President*

Daniel called the meeting to close at 10:49 a.m.

### TOTAL ATTENDANCE- 11

Participants (11)

Find a participant

Participant	Microphone	Video
EH Evony Hammonds (Me)	On	Off
R&R DESIGN R & R (Host)	On	Off
J Jacque	On	Off
A AWhite	On	Off
JA Jo Ann Haden-Miller	On	Off
Amanda Sutter	Off	Off
G GBidot	Off	Off
N Neville	Off	Off
NT Nija Torrence	Off	Off
SR Samantha Rosado	Off	Off
SA Sarah Anne Rhodes	Off	Off